



**SCWA Board of Directors Meeting Minutes**  
**Tuesday September 9, 2025, 10:00am – 11:30am**  
**Meeting Place: California Welcome Center and Zoom**

**1. Call to Order:** Meeting was called to order by Board President Dave Gowan at 10:00am

**2. Confirm Quorum:** Quorum confirmed 10:01am

Position	Organization	Representative	Present (Yes/No)
President	Red Bluff Chamber	Dave Gowan	Yes
Vice-President	Lake Shasta Caverns	Matt Doyle	Zoom
Treasurer/Secretary	Quincy Chamber	Jeff Titcomb	Yes
Shasta County Director	Shasta Rail Trail Assoc	Tina Peluso	No
Modoc County Director	Modoc Outdoor Rec & Tourism	Lorissa Soriano	No
Siskiyou County	Weed Chamber	Richard Dinges	Zoom
Siskiyou County	Discover Siskiyou	Heather Dodds	No
Trinity County Director	Strawhouse Resorts & Cafe	Julia Ellis	Zoom
Butte County Director	Open Position		
Redding Director	Best Western Plus Hilltop/CR Gibbs	Ed Rullman	Yes
Lassen County Director	Open Position		
Staff	UpStateCA	Laurie Baker	Yes
Staff	Choose Redding Lodging	Julie Finck	Yes
Staff	Choose Redding Lodging	Lisa May	Zoom
Staff	Choose Redding Lodging	Tim Bauer	No
Guest	Visit Redding	Jennifer Johnston	Zoom
Guest	St Bernard Lodge	Sharon Roberts	Zoom

**3. Consent Calendar** – if the board is ready to approve these items without discussion, then all items can be approved at once as one motion – if discussion is necessary, then a motion can be made to discuss each item separately.

- a. June 2025 minutes
- b. Financial Update:
  - 1. YTD budget-to-actual
  - 2. 2025-20226 Amended Budget
    - 1. Laurie reviews both budgets.
- c. Ed motioned. Julia seconds. All in Favor. No opposed.

**4. General Business:**

- **Visit California Rural RFB:**

- Discussion on 2025/26 Tourism Marketing Grant Application submit in June to Visit California
- \$100,000 that was given by RTMG for the 2024-2025 year

UpStateCA - \$100,000		
Waterfall Brochure Distribution	\$13,000.00	\$12,963.06
Printing of Waterfall Brochure	\$8,900.00	\$8,889.95
Social Media	\$12,000.00	\$12,000.00
Google Search, SEO, Content Development, integrated ads to bring more traffic through UpStateCA for Redding	\$24,000.00	\$24,000.00
Blogs, & Independent Website Audit & Content Strategy	\$10,000.00	\$10,000.00
Data Collection for Canada, UK, Germany - Hermann Global	\$4,500.00	\$4,500.00
Discover CA - Lassen and waterfall videos		\$2,995.00
Sentiment Study	\$27,600.00	\$24,000.00
	<b>\$100,000.00</b>	<b>\$99,348.01</b>

- \$100,000 planned for the 2025-2026 year

Visit California Visitors Guide Ad	\$11,000.00
Shasta Cascade Visitor Guide Ad	\$9,000.00
Dog Trekker	\$15,000.00
Tourism Summit	\$5,000.00
Distribution of UpStateCA Guide	\$4,000.00
UpStateCA Waterfalls Guide	\$16,000.00
Visit California Newsletter	\$17,000.00
Google, display, YouTube ads	\$17,000.00
Unallocated	\$6,000.00

- Laurie reviews Visit California marketing grant plan that has been submitted and accepted by Visit California. This plan includes campaigns to get more traffic to UpStateCA.com. RTMG gave \$100k to Shasta Cascade and \$200k to Visit Redding to do marketing to promote the area. Laurie reviews what was done with the grant funds in fiscal 2024-2025 and what has been approved for 2025-2026.

- Dave asks if this is the yearly matching grant. Laurie answer – yes. Dave comments the proposal looks great. Ed commented a good spread of funds.
- **SCWA Team Structure**
  - New Tourism Specialists – Greg Dunn and Becki Semb
  - Vicki Retiring in December 2025 – will be looking for her replacement
    - Laurie reviews change in staffing due to Bryon finding a full time job and moving on. Vicki has given notice she will be retiring the end of the year.
  - Dave – Shares plans for Laurie to take Lisa’s position at the beginning of January 2026. Representatives from the RTMG Board and SCWA Board are in the interview process for hiring a new CEO.
  - Ed – Searchwide Global has 7-8 candidates. 6 people will be interviewed by phone for the initial interview. The candidates chosen for an interview have good experience. The plan is to have a new CEO hired by the next board meeting. Ed gives recognition to Lisa and Laurie and shares their willingness to help the new CEO. Searchwide Global has stated some of the applicants are hesitant to apply for a job that has to report to two boards which is unique to our organization.
  - Matt comments that the process is going well.
  - Dave is thankful to Laurie for being part of the process in hiring the new CEO.
  - Jennifer asks if all candidates are familiar with our area. Ed answers some are from out of area but with Laurie’s help to learn about the region and state he is confident that whoever is hired will do well.
  - Ed – the application process is not closed yet if more people apply. The boards are looking to have someone hired by November.

## 5. Questions/Comments: 3-minute county share time

- a. **Sharon** – Plumas County –
  1. Laurie asks please give overview of what you do.
  2. Sharon shares she has owned a BnB (St. Bernard Lodge) in Tehama County for 26 years. Sharon is involved in the Plumas County Visitors Association. Sharon’s business had a fantastic summer with LVNP not having a fire this year.
- b. **Richard** – Siskiyou – Farmers Markets continue throughout the county through September. Upcoming events - Yreka concert, Montague Balloon Festival, a rodeo, an outdoor museum free for families, and a car show and festival are all happening in the fall months.
- c. **Jennifer** – Danny and Jennifer are pivoting since City of Redding TOT budget cuts. They are not doing FAM tours or hosting journalists. They are continuing with marketing that brings the most value with their new lower budget. Visit Redding will have a new community calendar that will offer ticketing and more control for event organizers.

- d. **Julia** – Trinity – The community is thankful for no big fires this year and the good weather this summer. US Nationals whitewater rafting event is this weekend 9-12 through 14 with great weather. The county calendar filling up with holiday events.
- e. **Matt** – is getting ready for the National Cave Association Convention. Matt saw a drop in visitors for Labor Day weekend but Memorial Day weekend was the best attendance ever. SoCal has double digit decline in visitation. There has been a demographic change in attendance to the caverns. The largest family group of this season was 26 people. SLBA has a new president - Alisha from Pizza Factory. Friday night in the park is still going. SLBA has been talking with Nigel Skeet about his push for each district within Shasta County to get a percentage of TOT for marketing. Nigel is the official DMO for Shasta County but playing more of an advocacy role.
- f. **Jeff** – Plumas – Jeff is work for Quincy Chamber three days a week and for the Made in Plumas Store two days a week. The High Sierra Music Festival was a little down on ticket sales. The Granduro event is 9/12-14 in Quincy. Upcoming events - Sierra Ville Ag Trail, Railroad Day in Portola 9/27. Lakes have been busy; many people fly fishing. Fall colors are starting to turn. Jeff contributes photos to CaliforniaFallColor.com.
- g. **Ed** – agrees with what Matt said about visitation stats. Canadian travelers didn't travel as much this summer. Travel is down across the nation. Ed talked to someone that runs six Disney area hotels and she said this is the worse year she has seen. July for Ed was the best occupancy ever. August had significant drop. July 19%+ YOY BW Hilltop. Ed stated SC and RTMG are doing some good marketing bringing people to northern CA. Restaurant business is steady with locals support. Expectation is for Q1 2026 to be soft. Redding Roots Revival is a music event downtown growing each year headed up by Janelle. Thursday 9/25 CR Gibbs is having one of the music groups playing on the patio to see if it brings in more business.
- h. **Jennifer** – suggests a downtown trolley like they have in Mammoth.
  - 1. **Laurie** – City of Redding has said trolleys are a done deal, the city really like the idea.
- i. **Matt** – How many cities are planning for the 250<sup>th</sup> anniversary for 4<sup>th</sup> of July? City of Shasta Lake is looking at drone shows and will be doing fireworks from the dam.
- j. **Laurie** – There will be a big golf tournament in Redding in March 2026. The Iron Man rep is in town right now to decide if the organization will bring Iron Man to Redding in August and September.
- k. **Dave** – Rose is the new superintendent for LVNP.
  - 1. Action item for Lisa to send to board 9/17 registration link he sent.
  - 2. There is a fig event this weekend at fairgrounds 9/13. Farmers Market has had the best year with growth of attendees. There is a \$3.5 million proposal for a new park with amphitheater and splash park. Red Bluff Chamber dinner will be 10/2 and is an annual event.

7. Adjournment at 10:51am.